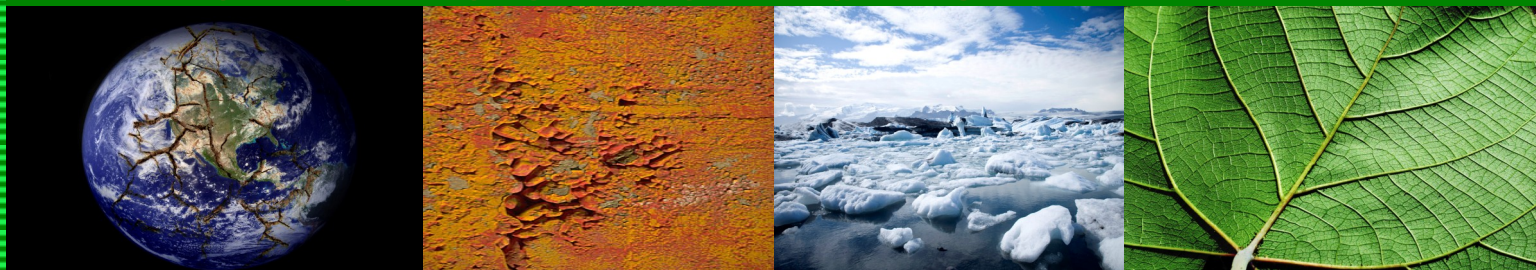


fostering sustainable behavior

OCTOBER 7-8, 2009
SAVANNAH, GEORGIA



BEYOND BROCHURES

The cornerstone of sustainability is behavior change. Sustainability requires individuals and businesses to act (e.g., reduce waste, increase water and energy efficiency, and prevent pollution). To date, most programs to achieve these changes have relied upon disseminating information. Research demonstrates, however, that simply providing information has little or no effect on what people or businesses do. But if not ads, brochures or booklets, then what?

Over the last decade a new approach, community based social marketing, has emerged as an effective alternative for promoting sustainable behavior. This fall, a one-day introductory workshop and a one-day advanced workshop will be held in Savannah, GA, with the founder of community-based social marketing, Dr. Doug McKenzie-Mohr.

We invite you to attend one or both of these sessions as they will fundamentally change the

THE WORKSHOPS

The one-day introductory workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable behavior. Those who attend the introductory workshop will learn the five steps of community-based social marketing (selecting behaviors, identifying barriers, developing strategies, conducting a pilot, and broad scale implementation) and be exposed to numerous case studies illustrating its use.

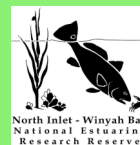
The one-day advanced workshop builds on knowledge gained from the introductory workshop or Dr. McKenzie-Mohr's book, *Fostering Sustainable Behavior*. As such, it is expected that anyone attending this workshop has read the book or attended the introductory workshop. The advanced workshop provides an in-depth exposure to community-based social marketing and provides participants with the knowledge they need to design and evaluate their own community-based social marketing programs. Participants will have extensive opportunity to discuss the application of community-based social marketing to actual programs. To ensure ample opportunity for discussion, this workshop will be limited to 75

ABOUT THE PRESENTER

For over twenty years Dr. McKenzie-Mohr, an environmental psychologist, has been incorporating scientific knowledge of behavior change into the design and delivery of community programs. He is the founder of community-based social marketing -- an approach to delivering environmental behavioral change programs that is used throughout the world. He has provided training internationally for over 40,000 environmental program planners.

WHO SHOULD ATTEND?

If you design or fund programs to encourage individuals or businesses to engage in behaviors beneficial to a sustainable future (such as energy and water efficiency, waste reduction, watershed protection, transportation, etc.), this workshop will have relevance for you.



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WORKSHOPS

Introductory:

Wednesday, October 7, 2009 8:30-4:30 pm

Advanced:

Thursday October 8, 2009 8:30-4:30 pm

Location: Coastal Georgia Center
305 Fahm Street
Savannah, GA 31401

The Coastal Georgia Center is conveniently located in downtown Savannah and in close proximity of accommodations.

Registrants for the advanced workshop must have previously attended an introductory workshop by Dr. McKenzie-Mohr or have read his book, *Fostering Sustainable Behavior*.

REGISTRATION

To register, fax or mail the registration form by Monday, September 30th, 2009. Lunch is provided for both workshops. To avoid disappointment, please register early. For more information email: Suzanne.VanParreren@dnr.state.ga.us or call 912.485.2251

registration form

Name(s)

Email(s):

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.....
.....

Organization:.....

Phone:.....

Payment

.....@\$75 for the Introductory workshop
.....@\$75 for the Advanced workshop
.....@\$100 for the 2-day Introductory & Advanced workshop
..... Total

Please make checks payable to:
Friends of Sapelo

Forward Registration & Payment to:
SINERR Coastal Training Program
PO Box 15
Sapelo Island, GA 31327

Fax: 912.485.2141

Note: Registration and payment must be received by September 30th, 2009.

